FOR YOUR INFORMATION

J. Yvette Robinson

DATE: February 2, 1999

TO: Joe Murillo

SUBJECT: 1999 Marlboro Miles For Admission Program - Agency Contract

Joe:

As discussed, EMI has been awarded agency execution and on-site promotion for the 1999 MMFAP.

I have attached an additional copy of the 1999 MMFAP RFP along with the EMI budget.

The program will consist of the following:

18 Markets (listed)
126 Events (clubs not determined yet)
Recording Artist (approximately 8-10 National Artists)

If you have any questions, please give me a ring on extension 2360. Thanks.

JYR/me

cc: S. Anderson
G. Fawcett
J. Fontanez
S. Nayar

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